

MARKETING MANAGER

NATURE OF WORK:

Performs professional work in promoting the effective use of the facilities of the Spokane Public Facilities District. Negotiates advertising and promotions in an effort to maximize ticket sales. Works closely with editorial media to generate free publicity for events. Considerable independent professional judgment is exercised in solving problems within the assigned work area. Work is light in nature, primarily performed under normal working conditions and requires above normal attention to prevent errors. Responsible for employee communications and public information programs. Will be required to work odd and unusual hours.

SUPERVISION:

Work is performed under limited supervision and direction with only unusual cases referred to the supervisor. Employee supervises subordinates performing varied and specialized duties related to marketing and public relations. Reports to Asst. Arena GM/Manager of Events and Booking. This position may move to a direct report to the General Managers when and if determined by the General Managers.

ESSENTIAL JOB FUNCTIONS:

Responsible for development of a marketing strategy and creation of advertising concepts. Creates and coordinates marketing/sales campaigns. Directs creation of ads. Purchases advertising in various media. Supervises contract buying service and group sales agency.

Performs and coordinates promotional activities including, but not limited to, facility marketing, advertising sales, event sponsorships, special events, and related programs designed to attract groups and sponsors to the facility. Coordinates the development and placement of industry advertising. Coordinates email marketing programs and actively recruits new program members. Works closely with the Design Specialist to create graphic print and electronic collateral for the facilities including Annual Reports and Marketing Plans.

Writes or reviews copy for news releases, public service announcements, and weekly calendars concerning upcoming events and provides for distribution to the media and visitor services.

Develops and manages the annual marketing budget.

Works closely with General Managers, Manager of Events and Booking, Events Supervisors, and ticketing to ensure success of events.

Performs related work as assigned.

REQUIREMENTS OF WORK:

Ability to communicate clearly and concisely, both written and oral.

Considerable knowledge of and ability to plan, organize, and implement advertising, promotion, and publicity campaigns.

Broad based knowledge of business and community groups that will sponsor activities in the facility.

Knowledge of and ability to utilize modern computer applications including databases.

Ability to develop effective working relationships with the media to facilitate publicity.

MINIMUM EDUCATION AND EXPERIENCE:

Graduation from an accredited four-year college or university with a business degree in Marketing, Communications, Public Relations or a related field; AND, two years of experience in a position with a public assembly facility, or entertainment promotions agency with responsibility for marketing of public facilities. Additional experience may be substituted, on a year for year basis, for up to two years of the education requirement.

SALARY AND STATUS

\$36,000 - \$45,000

Exempt